

Message Text

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PAGE 01 LAGOS 03446 181156Z
ACTION CU-06

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ALSO FOR AID/RDP

E.O. 11652 : NA
TAGS : SEDU, ETEL, EQUIP, EAID, BEXP, NI
SUBJ : NIGERIAN EDUCATIONAL TELEVISION PROJECT

1. A TWO-MAN STUDY TEAM FROM THE NIGERIAN FEDERAL MINISTRY OF ECONOMIC DEVELOPMENT MAY WISH TO VISIT THE U.S. IN ABOUT MAY IN AN EFFORT TO DESIGN AND COST A NATIONAL EDUCATIONAL TELEVISION NETWORK FOR NIGERIA. WHETHER THIS WILL EVER BE MORE THAN A PROJECT IS UNCLEAR AT PRESENT, BUT WE WISH TO COMPLY WITH A MINISTRY OFFICIALS' REQUEST FOR ADVICE AND FACILITATIVE ASSISTANCE.

2. THE OFFICIAL, SENIOR PLANNING OFFICER EMMANUEL C. OFFOKAJA, WHO WAS INSTRUMENTAL IN ORGANIZING THE RECENT VISIT TO THE U.S. UNDER COMMERCE DEPARTMENT GUIDANCE OF A GOVERNMENT GROUP SEEKING TO ESTABLISH THE NIGERIAN PRINTING AND PUBLISHING CO., SAID THE EDUCATIONAL TV NETWORK IS AN OLD IDEA HIS MINISTRY IS ATTEMPTING TO RESURRECT. HE AND A COLLEAGUE ARE DOING A COST-BENEFIT STUDY AND ATTEMPTING TO DESIGN THE PROJECT BUT NEED TO EXAMINE U.S. FACILITIES AND EXPERIENCE. MR. OFFOKAJA SAID HE ENVISIONS STARTING WITH A PILOT PROJECT IN FOUR OR
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FIVE OF NIGERIA'S STATES. THE NETWORK WOULD BE INDEPENDENT OF THE EXISTING NATIONAL COMMERCIAL NETWORK.

3. HE AND HIS COLLEAGUE AND POSSIBLY A FEW OTHERS WOULD LIKE TO VISIT THE U.S. ABOUT MAY. HE ATTENDED WILLIAMS AND HARVARD AND WISHES TO VISIT AT LEAST BOSTON AND NEW YORK EDUCATIONAL (ONE BOSTON CONTACT SHOULD BE ALAN POTTER, WGBH EDUCATIONAL FOUNDA-

TION.) TELEVISION EXPERTS. HE IS ALSO FAMILIAR WITH EDUCATIONAL TELEVISION IN COLORADO.

4. ACTION REQUESTED: THE GROUP WOULD REQUIRE INITIAL FACILITATIVE ASSISTANCE FROM USIA AND, WHILE IT IS IN THE U.S., SHOULD BE EVALUATED AS A POSSIBLE AID REIMBURSABLE DEVELOPMENT PROGRAM CANDIDATE, FOR FOLLOW-UP TECHNICAL ASSISTANCE. EVENTUALLY THE PROJECT MAY DEVELOP INTO A COMMERCIAL POSSIBILITY BUT THIS SEEMS SOME WAY AWAY. INTERESTED WASHINGTON AGENCIES ARE ASKED TO COORDINATE AND PROVIDE US WITH A TENTATIVE U.S. PROGRAM FOR THE MAY VISIT. WE WOULD LIKE TO HAVE AT LEAST AN INITIAL RESPONSE WITHIN TWO WEEKS, IN CASE THE MINISTRY NEEDS IT TO JUSTIFY CONTINUED FUNDING IN THE NEW FISCAL YEAR BEGINNING APRIL 1.
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